

ORDER



Orders
Order / Rev: 43454
Alt Order #: 08829823
Product Desc: DCCC
Estimate: 1198
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 07/18/12 / 09/13/12
Order Type: CIA - O

KUCW-TV
Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	6	\$2,505.00	\$2,129.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$2,505.00	\$2,129.25	0.00
Totals	6	\$2,505.00	\$2,129.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	2%	\$2,505.00
Market	100%	\$125,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	27%	\$33,817.50
KSTU	24%	\$30,060.00
KTVX	19%	\$23,797.50
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	26%	\$32,565.00
UNKWN	2%	\$2,505.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/16/12	10/19/12	M-F 8a-9a CW-GMU 8:30 AM-9:00 AM	CM	ABC4 News @830- TWTF-- (8:30 AM-9:00 AM)		:30	1	\$30.00	P-1	0.00	NM	1	\$30.00
ABC4 NEWS @830A ON CW3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF--			1			\$30.00		0.00			
E 2	KUCW	10/22/12	10/22/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	M-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00

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Advertiser: Democratic Congressional Campaign Co
Product Desc: DCCC
Estimate: 1198

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$700.00		0.00			
E 3	KUCW	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-TWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		1				\$800.00		0.00			
E 4	KUCW	10/20/12	10/20/12	Sa 630p-7p Sa 630p-7p	CM	630p-7p	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$300.00		0.00			
E 5	KUCW	10/21/12	10/21/12	Su 9p-930p Su 9p-930p	CM	9p-930p	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$350.00		0.00			
E 6	KUCW	10/21/12	10/21/12	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$325.00	P-1	0.00	NM	0	\$0.00
BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KUCW	10/15/12-10/21/12		Su 10p-1030p		10p-1030p	-----Su	:30		(\$325.00)		0.00	NM		
Credited [Credited Spot]															
N 7	KUCW	10/21/12	10/21/12	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$325.00		0.00			
													Totals	6	\$2,505.00